

## 4.6. Support efforts to increase air service to Montana

This Strategic Action strengthens Montana's tourism product development and marketing efforts.

### Recommended Tactics

#### **MTOT, Regions, CVBs, Communities, Tribes, Businesses & Organizations**

- » Strengthen state-wide coordination of efforts to increase air service.
- » Provide data on tourism, such as origin and destination data, to support efforts by local airports and businesses to recruit additional airlines and/or flights to Montana's airports.
- » Align marketing once new direct flights are committed to support continuation and expansion of the route(s).

### Indicators of Success

- » Tourism data is included in proposals and negotiations for and analysis of new routes.
- » New routes are sustained with the support of the tourism industry.

### Background & Rationale

During community input sessions and other meetings, key stakeholders expressed a desire to increase the number of airline flights and decrease the cost of flights to Montana. While the potential for increased tourism passengers alone cannot generally convince airlines to increase the number of flights, Montana's tourism community provides valuable support to those groups (primarily private businesses and airports) that are actively negotiating additional flights to Montana.

Montana tourism stakeholders can contribute origin and destination data, visitor destination data, financing, and destination community support to the groups negotiating with airlines. Once committed, additional flights can be supported by tourism marketing to help drive demand.

### Resources

Further information on the process of acquiring airline routes in Montana can be found through the following sources:

*Montana Air Service: Opportunities and Challenges* (February 2007) at [http://www.mdt.mt.gov/other/research/external/docs/research\\_proj/airchallenge/final\\_report.pdf](http://www.mdt.mt.gov/other/research/external/docs/research_proj/airchallenge/final_report.pdf)

For a discussion on the Newark-Bozeman flight added in 2012, the City of Bozeman Economic Development Council meeting minutes at: <http://tinyurl.com/bwet3dl>

*Missoula makes short list for low-cost service by Frontier Airlines*, at <http://tinyurl.com/ctpbdsd>

Missoula Economic Partnership Air Service Task Force at <http://www.missoulapartnership.com/tag/air-service-task-force/>